

1 April 2009

MEMORANDUM FOR CAP/PA

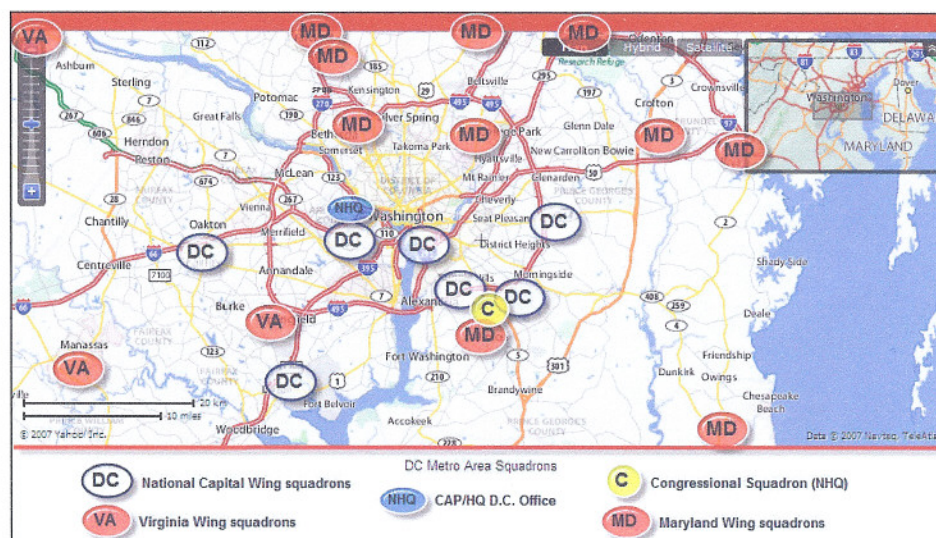
FROM: NATCAPWG/PA

SUBJECT: 2009 Wing PR Plan

1. This public relations plan will analyze Civil Air Patrol's National Capital Wing from a public affairs perspective and outline the objectives, goals and strategies required to fulfill the PA mission throughout 2009. The mission of the public affairs program is to inform internal and external audiences of CAP's local and national importance, safeguard the image and assets of the corporation, and strengthen relations with key audiences and customers, which enables the organization to grow. This plan also fulfills the annual requirement for all subordinate squadrons in the wing. However, squadrons are encouraged to develop their own additional goals.

2. Situation Analysis:

The National Capital Wing encompasses the greater Washington, D.C., metropolitan area, but it does not have defined borders nor conform to the official borders of the National Capital Region as established by federal statutes. The Potomac River splits the area between Virginia to the west and D.C. and Maryland to the east. The wing has seven squadrons throughout the southern half of the D.C. area and no squadrons in the northern half of the area. Only wing headquarters and one squadron are located inside the District – the other squadrons are in Maryland and Virginia. The wing's three aircraft are located in Virginia and managed by the wing operations staff at Davison AAF. There are 215 officers and senior members and 114 cadets in the wing.



- **Strengths:**

The wing routinely flies inside the restricted airspace around the D.C. area and has a FAA waiver to do so. Flying hours per aircraft were the highest in the nation last year. A new mobile communications command post trailer with a dedicated van is available to provide radio support where needed. The officers in the wing have more experience with the military and government than any other wing. The wing's geographical area – although undefined – is within a single metropolitan area, which makes it easy for members to commute and participate in activities.

- **Weaknesses:**

CAP does not speak with a single voice in the D.C. area due to jurisdictional issues and a 1987 territorial agreement from region headquarters. The wing has no control over information released from Maryland Wing, Virginia Wing, Congressional Squadron, Middle East Region or National Headquarters, which all have operational units in the same geographical area. There is no single CAP point of contact or spokesperson within the D.C. area. The wing does not receive any funding from the District of Columbia government. There are a plethora of opportunities in the area, but the wing does not have the resources to pursue most of them.

- **Opportunities:**

The wing recently signed an official memorandum of understanding with the D.C. Homeland Security and Emergency Management Agency, which gives CAP a seat in their Emergency Operations Center and provides a conduit for mission support to the District. This support could be expanded to other agencies within D.C. CAP also has the opportunity to conduct missions for the many federal agencies located in the District. The wing could also get involved with setting up school program in D.C. charter schools.

- **Threats:**

There are more than 3,000 accredited journalists in the D.C. area, and there are only three PAOs in the wing. Many CAP members in the wing are also essential government, military and defense contractor employees, which means they may not be available for CAP missions during an actual emergencies due to work-related tasking. The wing is located in the nation's capital and is a target for terrorism. There is a possibility that the entire wing could be evacuated due to a catastrophic terrorist attack, which would prevent CAP from responding to mission tasking. Only specific pilots and aircraft have authorization to fly inside the D.C. ADIZ and FRZ.

4. Objectives, Goals and Strategies:

- **Objective 1: Ensure effective internal and external communications.**

Goal 1.1 – Increase the wing's Web presence through timely updates on the homepage, command staff blog, activities calendar, photo gallery and e-mail announcement list.

Important news and information is posted to the homepage's RSS feed. Squadrons are encouraged to submit articles and photos to PA. Categories of "NatCap News" include News, Info, Cadet Candor, Cadet Profile and Officer Profile. All News items will be edited for AP Style as it's geared towards external and internal audiences. Each posting will include an "AddThis" button for ease of social media sharing. Social media – including the blog – allows the staff to engage in dialogues. These exchanges can be used as a virtual focus group to gauge member's and public's reaction to new developments or find out what they think about current operations.

Goal 1.2 – Create a robust Web page for CAP squadrons visiting Washington, D.C.

Approximately 10 CAP squadrons visit the area every year. A complete Web page with important information about lodging, use of wing vans, mass transit, available tours and other tourist information will be kept up to date at <http://www.natcapwg.cap.gov/visitors>. Visiting squadrons should notify NatCap of their visit by sending an e-mail to info@natcapwg.cap.gov.

Goal 1.3 – Establish the NatCap News Network on a nonprofit YouTube channel.

NatCap News Network (or another name similar to the Air Force's "BlueTube") will consist of a monthly 5 minute newscast about CAP, NatCap Wing and its squadrons. The videos will also be embedded on the wing homepage and blog. A video camera has been obtained from CAP/PA for this purpose. Once the required equipment, script and trailer are produced, the channel will go live. More information is available at <http://www.youtube.com/nonprofits>.

Goal 1.4 – Ensure all squadrons have a Web site that complies with CAP and NatCap branding efforts.

Only two squadrons currently have their own Web site, which do not meet CAP branding standards. Public Affairs will work with each squadron to maximize their Web sites impact. The wing may host squadron Web sites using a sub-domain of the wing's URL.

Objective 2: Garner greater media coverage and public awareness.

Goal 2.1 – Selected aerial photos will be released as soon as practical to the media.

Many news agencies accept photos from the public and show them online and during newscasts. Photos taken by aircrews through SDIS or other means during real-world and training missions should be forwarded to pa@natcapwg.cap.gov with a complete description. Photo releases will be coordinated with the Incident Commander.

Goal 2.2 – Set up accounts with online volunteer networks for each squadron.

These networks connect volunteers with nonprofit organizations. Thousands of volunteers search online everyday for opportunities in their neighborhood. More information is available at <http://www.volunteermatch.org>, <http://www.pointsoflight.org>, <http://www.1-800-volunteer.org> and <http://www.dc-cares.org>.

Goal 2.3 – Get coverage on WTOP News Radio (103.5 FM).

WTOP is the area's most listened to news radio station. Their national security correspondent, J.J. Green, has expressed interest in flying on a CAP mission. More information about WTOP is available at <http://wtopnews.com>.

Goal 2.4 – Manage all media relations at the wing level through a supplement to CAPR 190-1.

CAP needs to speak with a single voice in the D.C. media market to establish greater credibility with reporters. Although CAP cannot do this due to its current organizational structure, the wing will speak with one voice to the media and public.

Goal 2.5 – Apply for a Google Grant to promote the wing.

Google offers grants to advertise for nonprofits using their Ad Words program. Selected Internet marketing will enhance the wing's Web presence. More information is available at <http://www.google.com/nonprofits/grantstutorial.html>.

- **Objective 3: Improve PAO training and branding efforts.**

Goal 3.1 – Create a CAP branding guide for internal wing use.

Branding should include placement of the CAP command patch and compelling message on all material used in the wing. The guide will include mandatory publication templates to include business cards, letterhead, PowerPoint, signature blocks, office symbols, promotional items, award certificates and required Web design elements.

Goal 3.2 – Provide public affairs training at least once per quarter.

There are currently two squadron PAOs and three qualified IOs in the wing. Training is essential for improving communications between squadrons and wing headquarters.

Goal 3.3 – Create an embedded online store to promote the wing.

An online store will allow members and the public to purchase branded CAP items approved by wing headquarters – T-shirts, mugs, mouse-pads, postcards, posters, bags, etc. It will also raise awareness of CAP and needed funds for the wing on each sale. The store will be set up through <http://www.cafepress.com> or <http://www.zazzle.com>. Squadrons will be encouraged to submit designs, as a single store will promote a greater awareness and Web presence.

- **Objective 4: Seek out new funding opportunities.**

Goal 4.1 – Encourage at least 100 federal employees and military personnel to designate the wing as their CFC charity of choice.

The wing's CFC charity number is 26757. The 2008 goal was to get 100 federal employees to designate the wing, which we did not meet. We had 44 donors with \$5,942.34 in pledges. Ten percent of the total will go to each squadron in the wing. The marketing initiative included word-of-mouth with business cards, an online commercial posted on YouTube and the wing Web site, print ads in the Washington Post Express and posters. More information is available at <http://www.cfcnca.org>.

Goal 4.2 – Create an online donation program.

An online donation button on the wing Web site will allow the public to find the wing as an approved charity and make donations online. More information about the programs are available at <http://www.networkforgood.org>, <http://www.ebaygivingworks.com> and <https://www.paypal.com>.

Goal 4.3 – Participate in fundraising and grant writing courses.

Free courses are available through the D.C. government and private foundations. More information is available at <http://foundationcenter.org/washington>.

Goal 4.4 – Influence the placement of a CAP program and D.C. public charter school on Bolling AFB.

Bolling AFB, which is inside the District, is considering opening a public charter school on base. Funding for a CAP school program during the planning stages of the school will ensure success of a future program.

5. The effectiveness and success of this PR plan will be evaluated in January 2010, and the results will be shared at the following wing commander's call.

6. For questions and concerns, contact Public Affairs via e-mail at pa@natcapwg.cap.gov or via cell phone at (301) 751-2011.



PAUL S. CIANCIOLO, Major, CAP
Director of Public Affairs

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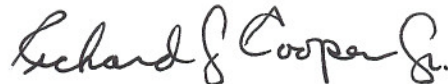
ALL NATCAPWG STAFF
ALL NATCAPWG SQD CCs
MER/PA

1st Ind, NATCAPWG/CC

7 April 2009

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Approved



RICHARD J. COOPER, Colonel, CAP
Commander